

## AZ Giving Spotlight: Susan Berman of Fresh Start

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Fresh Start Women's Foundation empowers women to transform their lives through engagement and education. Here, AFM asks CEO Susan Berman more about the work they do.



### **AFM: What is Fresh Start all about?**

SB: Fresh Start is a nonprofit organization dedicated to empowering women who want to thrive. We help women of any age who wants to make a change in her life. We do our best to help her find her own empowerment, from women who are dealing with domestic violence or homelessness, to a retired woman who wants to figure out the next step she wants to take in her life. We offer services in-person or online, so women can access support even if they are not in the state.

### **AFM: What services does Fresh Start provide to help support women?**

SB: We provide workshops by trained professional staff who work on things such as identifying barriers that need to be overcome in order to help these women meet their goals, to helping women with job-training skills or balancing the checkbook. If their goal is to continue their education, find a job, or if they simply need help navigating the court system, we help. Fresh Start supports women who want to meet their goals in life, so we help them with things in a full perspective, including looks! We offer manicures, pedicures, hair cuts-things that will help them feel confident, especially if they are applying for a job. Fresh Start supports the empowerment of women, and we constantly try to improve our support system for them.

### **AFM: How does Fresh Start's Men Council support the cause?**

SB: Fresh Start's Men's Council is made up of more than 20 professional men in the community who are concerned about women's issues. These men want to benefit Fresh Start in new creative ways because they understand how the empowerment of women means good for all. They support Fresh Start's mission and work toward helping us fundraise our foundation through their hosting of the Annual Charity Golf Tournament. Every year they help us raise money via this event to support women who come to Fresh Start by donating their time and talent to produce this event. These are respectable men who also want to show their daughters how important it is to be a strong, smart, independent woman.

### **AFM: Tell us about the 19th Annual Charity Golf Classic Tournament at Kierland Golf Club this year.**

On Nov. 8, Fresh Start's Men's Council is hosting this charity golf tournament at Kierland Golf Club. This is one of the largest non-celebrity charity golf tournaments in Arizona. Every golfer has a chance to win a new vehicle with a hole-in-one shot, and can enjoy an 18-hole spectacular game in the state's beautiful fall weather. This event includes breakfast and then lunch on the turn, followed by a cocktail reception and dinner with live entertainment. Tickets can be bought individually or in a foursome group, and there are still openings if anyone else would like to join in supporting Fresh Start's goals to support women. Contact Michelle Gere at [mgere@fswf.org](mailto:mgere@fswf.org). All of the proceeds go to supporting women!

For more info on Fresh Start, click [here](#).